Celebrating our 25th Anniversary in 2017

The Hispanic League was established in March of 1992 by Hispanic/Latino leaders in Winston-Salem, with the help of members of a small, energetic Hispanic/Latino community. Now, 25 years later, the Hispanic League is a well-recognized non-profit organization, with thousands of members from the southeastern United States. The year 2017 promises to be amazing, with many exciting events, including the unveiling of our new logo. The League has exemplified continuous growth for many years, as it was overseen by an all-volunteer board for the first 17 years. In 2017, the Hispanic League will hire two new staff to increase the staff count to five. Additionally, new programs are being added under our initiatives to better serve our community. Now is the time to become involved so that we may enjoy this celebration together!

Spanish Nite

The 17th Annual Spanish Nite Gala on April 16th was a huge success, with more than 500 in attendance to celebrate the accomplishments of our scholarship recipients. A record 42 scholarships, valued at $105,000, were awarded to Hispanic/Latino undergraduate students. To date, we have provided 328 scholarships, valued at $700,000, to academically outstanding students. Reverend Francis Rivers received the HanesBrand, Inc. Hispanic Leadership Award. Dr. Juan Rios-Vega, a Bradley University Professor, was the inspirational keynote speaker. Latin Clave Band and DJ Diego kept the tempo high as guests danced all night long.
Executive Director's Message

My first five years as Executive Director at the Hispanic League have been exceptional! With the support of our dedicated Board of Directors, awesome committees, and amazing volunteers, we have accomplished many notable goals to benefit our Hispanic/Latino community, and our community at large. All of this was possible through the extraordinary commitment of numerous sponsors, donors, and partners, all of whom believed in the mission of the Hispanic League, and empowered our work through their generous donations, both financially, and of time. I am humbled and grateful.

This past year was record-breaking for us! For the first time ever, we provided 42 Hispanic League Scholarships, meaning that, since the inception of our program in 2000, we have gifted more than $700,000 in funding to outstanding Hispanic/Latino students. Another first for us is the growth of the Middle School Achievers program, which now encompasses 9 schools in Forsyth County, and serves more than 700 English Language Learners. We also launched our first Colorful Sounds in Concert: Latin America, featuring world-renowned Colombian guitarist Roberto Martínez, resulting in an over-capacity crowd. To finish the year off with another first-time accomplishment, we now have a full-time Development Director, Sonsera Kiger, thanks to the munificent support of the Winston-Salem Foundation.

The year 2017 is a milestone in our organization’s history that will be celebrated in many different ways! To venerate 25 years of accomplishing our mission, we will have a year full of exciting new opportunities to volunteer, financially support, and share our history with the community! This Spring, we will begin our new Community Service Program, which includes the hiring of another full-time staff member. We will be revealing our new Hispanic League logo at our annual Spanish Nite Gala, and will be featuring both classic and innovative programming throughout our anniversary year! Our paramount event of the year will be the 25th Anniversary of our first Fiesta! Through your continued involvement and support, I look forward to making this our best year yet!

Sonsera Kiger, MA

In November 2016, the Hispanic League named Sonsera Kiger as Development Director. Sonsera is originally from North Carolina, but has made her home all over the globe, with time in Mexico, Spain, Italy, and most-recently, Chile, where she was selected by Start-Up Chile to launch an arts marketing company. As an undergraduate at UNC-Asheville, she earned a degree in Spanish, a minor in International Relations, and a minor in Women’s Studies, and published research titled, “Mexican Plaza Culture: Tradition, Protest, and Urban Design.” She completed her MA at Wake Forest University, graduating in May of 2016, and published research titled “Chile’s Sunny Future: The Influence of Allende and Pinochet on Shaping Present Day Chilean Economic and Energy Development Policies Promoting the Use of Solar Energy.” She worked in the Winston-Salem non-profit community for 12 years, including as director of the YMCA Literacy Initiative, with multiple programs serving immigrant and refugee families; she was honored with the Vida Exemplar (Exemplary Life) Award for her work in the Hispanic/Latino community. She is honored to work as the Development Director for the Hispanic League, and hopes to expand her history of supporting the League. Her vision for the organization is focused on augmenting outreach opportunities in the community by designing and implementing creative funding strategies.

2016 Highlights

• A record 42 Scholarships were awarded to students! We have now provided 328 Scholarships, valued at $700,000, since the year 2000.
• Over 700 students participated in our Middle School Achievers program, in 9 schools, as we added a new school in Fall, 2016 (Walkertown Middle School).
• We had over 500 attendees at our 17th Annual Spanish Nite Gala. We hosted our first ever Crowdfunding Campaign, and raised funds for 3 scholarships.
• Over 21,000 attended our 24th Annual Fiesta, which included our first Naturalization Ceremony, with 24 new citizens.
• We hosted our first Colorful Sounds In Concert: Latin America, with Colombian guitarist Roberto Martínez, to an over-capacity crowd at Reynolda House Museum of American Art.
• Juan Aguilar joined our team as our Program Coordinator.
• Thanks to the Winston-Salem Foundation, we hired our first Development Director, Sonsera Kiger.
• Over 500 of you have made a commitment of time as a volunteer for one of our many programs and events!
• Our Alumni & Sponsors Events supported the Wake Forest University Secrest Series with a Performance by Savion Glover.
• We hosted our 2nd Annual Running of the Bulls, as well as the 2nd Annual Latina American Women’s Conference.

Sonsera Kiger, MA
Mission: Improve the quality of life for Hispanics/Latinos through promoting community inclusion, education, health and multicultural understanding

Board President's Message

“Happy 2017 to you, your family, and friends! I am Vivian Pérez Chandler, your newly-appointed Board President. I was honored to serve as VP under Robert Garcia, who dedicated much of his time to lead the League and me, in preparing me to follow in his footsteps. Robert was truly an example to follow, with his expansive knowledge that led the Hispanic League to a successful year in 2016. Our Board Members play an important role in accomplishing our mission, and we are forever thankful to those that have dedicated their time to us, but have recently rotated off our Board. They will be missed, and we wish them much success in their future commitments and endeavors. As we begin 2017, the Hispanic League is thrilled to be celebrating its 25th Anniversary with new staff and Board Members, and many surprises have yet to be unveiled! As an organization, we are all enthusiastic about taking the Hispanic League to yet another level of success. I truly believe that we have an incredible group of individuals that are bringing innovation, transformation, dedication, and a level of motivation, that will allow us to continue with the growth of the League. My personal goal, as President of the Board, is to provide support to our organization in all areas, motivate our Board to always be engaged, and to continue to share what the Hispanic League is doing in Winston-Salem and beyond. In conclusion, it is what can be done today to better the future for our community that motivates me to do continue to do my very best.”

Vivian Pérez Chandler
Board President

Fiesta Celebrates 24 Years!
The 24th Annual Fiesta, presented by Llibott Consultarios Medicos and Nuestra Farmácia was Saturday, September 24th. It was a huge success. An estimated 21,000 people attended this multicultural street festival. There was a Naturalization Ceremony for the first time at Fiesta with 24 individuals from 21 countries becoming citizens of the United States. We send a special thank-you to all our sponsors and vendors who made this event possible! Each year, Fiesta is amazing because of our incredible Fiesta Planning Committee and 300+ marvelous volunteers who help throughout the event.

Colorful Sounds in Concert
Colorful Sounds In Concert is a new Hispanic League cultural initiative. To kick-off this wonderful concert series, Roberto Martínez, a classical music guitarist from Colombia, performed at Reynolda House Museum of American Art on October 20th, in part with a Reynolda After Hours event. The concert was over-capacity and had a waiting list for guests to go in. In the end, there were 207 attendees who were able to experience Roberto's musical talent. The 90-minute concert was a rich, melodic journey featuring guitar music representative of Spanish and Latin American heritage.

Middle School Achievers
2016’s ESL (English as Second Language) Middle School Achievers Program touched the lives of nearly 700 students, in nine Forsyth County Middle Schools. For 19 years, small business leaders, community members, and college students have volunteered to share personal, inspirational stories. Each participating student had two teachers complete an evaluation at the beginning and end of the year assessing their academics, behavior, effort, attendance, punctuality, and class participation. In May, an awards ceremony was held for the top 8 students at each school. Each of the students received incentive awards through the generosity of Reynolds American, Inc. All received a themed t-shirt with an inspirational quote, thanks to Walmart Neighborhood Markets.
Hispanic League income in 2016 was primarily raised from Spanish Nite and Fiesta, with Fiesta generating net income to support programming in future years. Membership revenue continued to be strong, thanks to our partnerships with Truliant Federal Credit Union, Members Credit Union, and Allegacy Federal Credit Union. Approximately 85% of our expenses were dedicated to our educational & cultural programming, community events, and partner organization support. Almost 30% of expenses went toward our scholarship program, awarding 42 scholarships, thanks to our generous sponsors. In addition to our annual budget, the Hispanic League has an endowment at the Winston-Salem Foundation, designated for scholarship funding.
The Hispanic League is very grateful for the 2016 gifts we’ve received from our generous donors, sponsors, in-kind supporters, and volunteers. Did you know there is a way to ensure that the work of the Hispanic League continues on, even years into the future? Contact Mari Jo Turner, or Sonsera Kiger to learn how to create a legacy gift!

DONORS/SPONSORS

The Hispanic League is very grateful for the 2016 gifts we’ve received from our generous donors, sponsors, in-kind supporters, and volunteers. Did you know there is a way to ensure that the work of the Hispanic League continues on, even years into the future? Contact Mari Jo Turner, or Sonsera Kiger to learn how to create a legacy gift!
DONORS/SPONSORS

LA LEY • LANGUAGE LINKS, INC. • LA NOTICIA • LA TORTILLERÍA • LAURA CRIST • LAURA MEREDITH HAIRDRESSING • LAURA TORRES • LAURENCE & SUSAN ROSEN • LA VIDA MASSAGE • LAVON GRAY • LEGAL AID OF NORTH CAROLINA • LEIGH CLINARD • LESLIE SPEAS • LICET BUSTAMANTE • LIHMIL FLOWERS SUPPLIES • LILIANA PARADA RIOS • LISA DAVIS • LITTLE TASTE OF MEXICO • LLIBOTT/LBCM TODOS HEALTH MANAGEMENT • LORENA ORTEGA • LOTTIE KAY • LOUIS TORRES • LOVE'S MONSTER SPORTS • LUCIA CHIROPRACTIC CLINIC • LUIS ROBERT TITUANIA • LUISA ELENA ALVAREZ • LUYANN LEDESMAN • LYNNE ALAS • MACY'S • MARCOS MELENDEZ • MARGEORY CASTELLANOS • MARIA ALEJANDRA BURRONE • MARIA Bazo • MARIA ELENA GARCIA • MARIA GUADALUPE REISS STONESTREET • MARIA MAREAS RIVERA • MARIA MENDEZ • MARIA OCHO • MARIA DE LA PAZ CRUZ • MARIA DE TORRIENTES • MARIBEL CABRERA DE ROJAS • MARINDA MAXWELL • MARK ATKINSON • MARK & LIZ KELLY • MARYNES PEREZ DE ARIAS • MAURICIO COTE • MELISSA CAIN • MEMBERS CREDIT UNION • MERIDIAN RESTAURANT • MI CASA • MÍA • MIA MAGAZINE, LLC • MICHAEL COTTINGHAM • MINERVA SERRANO • MODERN AUTOMOTIVE NETWORK • MODERN NISSAN • MONICA SISAK • MONTE DE REY MEXICAN RESTAURANT • MUSEUM OF ANTHROPOLOGY AT WAKE FOREST • MUSIKGARTEN @ UNCSA • NAYELI AVILES BARRIENTOS • NC DRUG CARD • NEW ATLANTIC CONTRACTING, INC. • NICHOLAS CHANDLER & VIVIAN PÉREZ CHANDLER • NICOLE DOBSON • NICOLE HAUF • NOEMY ARELLANES • NORMAN & MARIA JUSTICE • NOVANT HEALTH FORSYTH MEDICAL CENTER • NUESTA FARMÁCIA • OLD HICKORY BOY SCOUTS COUNCIL • OLD SALEM MUSEUMS & GARDENS • OLDE PROVIDENCE RACQUET CLUB • OLIVER SATTELITE • OMAR HOLA • OMAR & WENDY PINEDA • OMEGA WILCOX • ORGANIX JUICE SHOP • OTTON AFANADOR • OUR LADY OF MERCY CATHOLIC CHURCH • PAMALA SHUGART • PAMELA MARINO • PAULA CASTRO • PAULA COLEMAN • PAULINE MORGAN • PENNPOINT FITNESS • PEPSICO • PHOTOBIZ • PIEDMONT CRAFTSMEN, INC. • PIEDMONT WIND SYMPHONY • PIEDMONT FEDERAL • PIXGIFT • POSH DESIGNS BY APRIL • POSTNET • PURPLE CROW INVESTMENTS • QUÉ PASA • RACHEL SANCHEZ • RAFAEL RIVERA, JR. • RAY & PAT GARDEA • REA FINANCIAL • REBECCA FRAZIER • RENA BELTRAIN • REUBEN RINK MARKETING & ADVERTISING • REYNOLDA HOUSE MUSEUM OF AMERICAN ART • REYNOLDS AMERICAN FOUNDATION • RH BARRINGER • DR. RITA PICHARDO • RITMOS PERUANOS • ROBERT GARCIA • ROBERT SIMON • ROBERTO TITUANIA • ROYAL PRESTIGE ALVARADO’S & ASSOCIATES • RUBY RICHTER • RUDMARY BAEZ FELIZ • S&S INFINITE MOBILE, INC. • SAIDI MARTINEZ • SALEM ACADEMY & COLLEGE • SALVATION ARMY • SANDRA CASTRO CORTES • SARAH PINA • SARAH SERRANO • SAUL JUAREZ ARMENGOL • SAWTOOTH CENTER FOR VISUAL ART • SHAWNA HOWARD LAW • SILVIA ALFARO • SMART START OF FORSYTH COUNTY • SMILE GOLF • SMILE STARTERS • SONIA TORRES • SONQER KIGER • SOUTH ATLANTIC PACKAGING CORP • SOUTHSIDE UNITED HEALTH CENTER • ST. ANNE'S EPISCOPAL CHURCH • STANLEY & KATURA JACKSON • STEP UP PEDIATRICS & ADOLESCENCE WELLNESS CENTER • STEPHANY LUNA RIVAS • STORR OFFICE ENVIRONMENTS • SUMMIT EYE CARE • SUSAN G. KOMEN RACE FOR THE CURE • SUZANNE CAROON • TAIS MARTINEZ • TAMARA VANDER LUGT • TASTE OF MEXICO • TERESA MACK • THE CARVING BOARD • THE RESOURCE • THOMAS SHOWN • TIPSY TAVEN • TRACEY MERONEY • TRADER JOE'S • TRAE COTTON • TRIAD ECO ADVENTURES • TRULIANT FEDERAL CREDIT UNION • TWIN CITY YOUTH SOCCER • US ARMY ROTC • USCIS • VANCE PARKER LAW, PLLC • VILLAGE INN EVENT CENTER • WAG BOUTIQUE • WAKE FOREST BAPTIST MEDICAL CENTER • WAKE FOREST HUMAN RESOURCES • WAKE FOREST UNIVERSITY • WAL-MART NEIGHBORHOOD MARKET • WAYNE & MARI JO TURNER • WELLS FARGO MORTGAGE • WELLS FARGO FOUNDATION • WESTIN WILMINGTON/NORMAN JUSTICE • WFDD 88.5 • WINDSOR JEWELERS • WINSTON-SALEM DASH • WINSTON-SALEM FAIRGROUNDS • WINSTON-SALEM FEDERAL CREDIT UNION • WINSTON-SALEM FOUNDATION • WINSTON-SALEM/FORSYTH COUNTY SCHOOLS • WINSTON-SALEM JOURNAL • WINSTON-SALEM MILLENNIUM FUND • WINSTON-SALEM STATE UNIVERSITY • XIOMARA PARRA MATHISON • YESSI GALVEZ & ALEX WONG • YMCA OF NWNC • ZACHARIAH & JANELLE HOLMBOE